WHAT IS CLAIMED IS:

1		1.	A method of inhibiting expression of an endogenous cellular gene	
2	in a cell, the method comprising the step of:			
3		contac	ting a first target site in the endogenous cellular gene with a first	
4	zinc finger pr	zinc finger protein, wherein the K _d of the zinc finger protein is less than about 25 nM;		
5		thereb	y inhibiting expression of the endogenous cellular gene by at least	
6	about 20%.			
1.		2.	The method of claim 1, wherein the step of contacting further	
2	comprises con	ntacting	a second target site in the endogenous cellular gene with a second	
3	zinc finger pr	otein.		
1		3.	The method of claim 2, wherein the first and second target sites are	
2	adjacent.			
1		4.	The method of claim 3, wherein the first and second zinc finger	
2	proteins are covalently linked.			
1		5.	The method of claim 1, wherein the first zinc finger protein is a	
2	fusion protein	n compr	ising a regulatory domain.	
1		6.	The method of claim 5, wherein the first zinc finger protein is a	
2	fusion protein	n compi	rising at least two regulatory domains.	
1		7.	The method of claim 2, wherein the first and second zinc finger	
2	proteins are fusion proteins, each comprising a regulatory domain.			
1		8.	The method of claim 7, wherein the first and second zinc finger	
2	protein are fu	usion pr	oteins, each comprising at least two regulatory domains.	
1		9.	A method of inhibiting expression of an endogenous cellular gene	
2	in a cell, the	method	comprising the step of:	
3		conta	cting a target site in the endogenous cellular gene with a fusion zinc	
4	finger protein	n compi	rising six fingers and a regulatory domain, wherein the K_d of the zinc	
5	finger protein	n is less	than about 25 nM;	
			•	

6		thereby	inhibiting expression of the endogenous certain gene by at least
7	about 20%.		
1 2	consisting of a	10. animal c	The method of claim 1, wherein the cell is selected from the group cell, a plant cell, a bacterial cell, a protozoal cell, or a fungal cell.
1		11.	The method of claim 10, wherein the cell is a mammalian cell
1		12.	The method of claim 11, wherein the cell is a human cell.
1 2	cellular gene	13. is inhibi	The method of claim 1, wherein expression of the endogenous ited by at least about 75%-100%.
1 2	selected from Her2/Neu.	14. the gro	The method of claim 1, wherein the endogenous cellular gene is a up consisting of VEGF, ERα, IGF-I, c-myc, c-myb, ICAM, and
312	VEGF.	15.	The method of claim 1, wherein the endogenous cellular gene is
1 2	prevents gene	16. e activat	The method of claim 1, wherein the inhibition of gene expression ion.
1 2 3			The method of claim 5 or 7, wherein the regulatory domain is oup consisting of a transcriptional repressor, an endonuclease, a and a histone deacetylase.
1 2 3 4			The method of claim 1, wherein the method further comprises the ering to the cell a delivery vehicle comprising the zinc finger proteir vehicle comprises a liposome or a membrane translocation
1 2 3 4	method furth	er comp	The method of claim 1, wherein the zinc finger protein is encoded ein nucleic acid operably linked to a promoter, and wherein the prises the step of first administering the nucleic acid to the cell in a mplex or as naked nucleic acid.

1	20.	The method of claim 1, wherein the zinc finger protein is encoded	
2	by an expression vector comprising a zinc finger protein nucleic acid operably linked to a		
3	promoter, and wherein the method further comprises the step of first administering the		
4	expression vector to the cell.		
1	21.	The method of claim 20, wherein the expression vector is a viral	
2	expression vector.		
1	22.	The method of claim 20, wherein the expression vector is a	
2	retroviral expression	vector, an adenoviral expression vector, a DNA plasmid expression	
3	vector, or an AAV e		
1	23.	The method of claim 20, wherein the zinc finger protein is encoded	
2	by a nucleic acid ope	erably linked to an inducible promoter.	
1	24.	The method of claim 20, wherein the zinc finger protein is encoded	
2	by a nucleic acid operably linked to a weak promoter.		
1	25.	The method of claim 1, wherein the cell comprises less than about	
2	1.5x10 ⁶ copies of th	e zinc finger protein.	
1	26.	The method of claim 1, wherein the target site is upstream of a	
2	transcription initiation site of the endogenous cellular gene.		
1	27.	The method of claim 1, wherein the target site is adjacent to a	
2	transcription initiation site of the endogenous cellular gene.		
1	28.	The method of claim 1, wherein the target site is adjacent to an	
2	RNA polymerase pa	nuse site downstream of a transcription initiation site of the	
3	endogenous cellular	gene.	
1	29.	The method of claim 1, wherein the zinc finger protein comprises	
2	an SP-1 backbone.		
1	30.	The method of claim 29, wherein the zinc finger protein comprises	
2	a regulatory domain	and is humanized.	

1		31.	A method of activating expression of an endogenous cellular gene,
2	the method comprising the step of:		
3		contac	ting a first target site in the endogenous cellular gene with a first
4	zinc finger pro	otein, w	herein the K _d of the zinc finger protein is less than about 25 nM;
5		thereb	y activating expression of the endogenous cellular gene to at least
6	about 150%.		
1		32.	The method of claim 31, wherein the step of contacting further-
2	comprises cor	ntacting	a second target site in the endogenous cellular gene with a second
3	zinc finger pro	otein.	
1		33.	The method of claim 32, wherein the first and second target sites
2	are adjacent.		
1		34.	The method of claim 33, wherein the first and second zinc finger
2	proteins are c	ovalent	y linked.
1		35.	The method of claim 31, wherein the first zinc finger protein is a
2	fusion protein	compr	ising a regulatory domain.
1		36.	The method of claim 35, wherein the first zinc finger protein is a
2	fusion protein	compr	ising at least two regulatory domains.
1		37.	The method of claim 32, wherein the first and second zinc finger
-2	proteins are fi	usion pr	oteins, each comprising a regulatory domain.
1		38.	The method of claim 37, wherein the first and the second zinc
2	finger protein	are fus	ion proteins, each comprising at least two regulatory domains.
1		39.	A method of activating expression of an endogenous cellular gene,
2	the method co	omprisii	ng the step of:
3		contac	cting a target site in the endogenous cellular gene with a fusion zinc
4	finger protein	compri	ising six fingers and a regulatory domain, wherein the K_{d} of the zinc
5	finger protein is less than about 25 nM;		
6		thereb	y activating expression of the endogenous cellular gene to at least
7	about 150%.		

1	40.	The method of claim 31, wherein the cell is selected from the	
2	group consisting of a	an animal cell, a plant cell, a bacterial cell, a protozoal cell, or a	
3	fungal cell.		
1	41.	The method of claim 40, wherein the cell is a mammalian cell.	
1	42.	The method of claim 41, wherein the cell is a human cell	
1	43.	The method of claim 31, wherein expression of the endogenous	
2	cellular gene is activ	ated to at least about 200-500%.	
1	44.	The method of claim 31, wherein the endogenous cellular gene is a	
2		oup consisting of FAD2-1, EPO, GM-CSF, GDNF, VEGF, and LDL-	
3	R.		
1	45.	The method of claim 31, wherein the endogenous cellular gene is	
2	VEGF.		
1	46.	The method of claim 31, wherein the activation of gene expression	
2	prevents repression of	of gene expression.	
1	47.	The method of claim 35 or 37, wherein the regulatory domain is	
2	selected from the gro	oup consisting of a transcriptional activator, or a histone	
3	acetyltransferase.		
1	48.	The method of claim 31, wherein the method further comprises the	
2		ering to the cell a delivery vehicle comprising the zinc finger protein,	
3	wherein the delivery vehicle comprises a liposome or a membrane translocation		
4	polypeptide.		
_			
1	49.	The method of claim 31, wherein the zinc finger protein is encoded	
2		ein nucleic acid operably linked to a promoter, and wherein the	
3	_	orises the step of first administering the nucleic acid to the cell in a	
4	lipid:nucleic acid cor	mplex or as naked nucleic acid.	
1	50.	The method of claim 31, wherein the zinc finger protein is encoded	
2	by an expression vec	tor comprising a zinc finger protein nucleic acid operably linked to a	

- promoter, and wherein the method further comprises the step of first administering the expression vector to the cell.
- The method of claim 50, wherein the expression vector is a viral expression vector.
- 1 52. The method of claim 50, wherein the expression vector is a 2 retroviral expression vector, an adenoviral vector, a DNA plasmid vector, or an AAV 3 expression vector.
- 1 53. The method of claim 50, wherein the zinc finger protein is encoded 2 by a nucleic acid operably linked to an inducible promoter.
- 1 54. The method of claim 50, wherein the zinc finger protein is encoded 2 by a nucleic acid operably linked to a weak promoter.
- The method of claim 31, wherein the cell comprises less than about 1.5x10⁶ copies of the zinc finger protein.
- 1 56. The method of claim 31, wherein the target site is upstream of a transcription initiation site of the endogenous cellular gene.
- The method of claim 31, wherein the target site is adjacent to a transcription initiation site of the endogenous cellular gene.
- The method of claim 31, wherein the target site is adjacent to an RNA polymerase pause site downstream of a transcription initiation site of the endogenous cellular gene.
- 1 59. The method of claim 31, wherein the zinc finger protein comprises 2 an SP-1 backbone.
- 1 60. The method of claim 59, wherein the zinc finger protein comprises 2 a regulatory domain and is humanized.
- 1 61. A method of modulating expression of an endogenous cellular gene 2 in a cell, the method comprising the step of:

3	contacting a first target site in the endogenous cellular gene with a first		
4	zinc finger protein;		
5	thereby modulating expression of the endogenous cellular gene.		
1	62. The method of claim 61, wherein the step of contacting further		
2	comprises contacting a second target site in the endogenous cellular gene with a second		
3	zinc finger protein.		
1	63. The method of claim 62, wherein the first and second target sites		
2	are adjacent.		
1	64. The method of claim 63, wherein the first and second zinc finger		
2	proteins are covalently linked.		
1	65. The method of claim 61, wherein the first zinc finger protein is a		
2	fusion protein comprising a regulatory domain.		
1	66. The method of claim 65, wherein the first zinc finger protein is a		
2	fusion protein comprising at least two regulatory domains.		
1	67. The method of claim 62, wherein the first and second zinc finger		
2	proteins are fusion proteins, each comprising a regulatory domain.		
1	68. The method of claim 67, wherein the first and second zinc finger		
2	protein are fusion proteins, each comprising at least two regulatory domains.		
1	69. A method of modulating expression of an endogenous cellular gen		
2	in a cell, the method comprising the step of:		
3	contacting a target site in the endogenous cellular gene with a fusion zinc		
4	finger protein comprising six fingers and a regulatory domain;		
5	thereby modulating expression of the endogenous cellular gene.		
1	70. The method of claim 61, wherein the cell is selected from the		
2	group consisting of animal cell, a plant cell, a bacterial cell, a protozoal cell, or a fungal		
3	cell.		
1	71. The method of claim 70, wherein the cell is a mammalian cell		

1	72.	The method of claim 71, wherein the cell is a human cell.	
1	73.	The method of claim 61, wherein the endogenous cellular gene is a	
2	selected from the group consisting of VEGF, ERa, IGF-I, c-myc, c-myb, ICAM,		
3	Her2/Neu, FAD2-1, EPO, GM-CSF, GDNF, and LDL-R.		
1	7.4	The method of claims (1) wherein the endegenous collular game is	
1	74.	The method of claim 61, wherein the endogenous cellular gene is	
2	VEGF.	•	
1	75.	The method of claim 65 or 67, wherein the regulatory domain is	
2	selected from the gro	oup consisting of a transcriptional repressor, a transcriptional	
3	activator, an endonu	clease, a methyl transferase, a histone acetyltransferase, and a histone	
4	deacetylase.		
1	76.	The method of claim 61, wherein the method further comprises the	
2			
	step of first administering to the cell a delivery vehicle comprising the zinc finger protein,		
3		vehicle comprises a liposome or a membrane translocation	
4	polypeptide.		
1	77.	The method of claim 61, wherein the zinc finger protein is encoded	
2	by a zinc finger prot	ein nucleic acid operably linked to a promoter, and wherein the	
3	method further comprises the step of first administering the nucleic acid to the cell in a		
4	lipid:nucleic acid complex or as naked nucleic acid.		
1	78.	The method of claim 61, wherein the zinc finger protein is encoded	
2	by an expression vec	ctor comprising a zinc finger protein nucleic acid operably linked to a	
3	promoter, and wherein the method further comprises the step of first administering the		
4	expression vector to the cell.		
1	79.	The method of claim 78, wherein the expression vector is a viral	
2	expression vector.		
1	80.	The method of claim 78, wherein the expression vector is a	
2	retroviral expression	vector, an adenoviral expression vector, a DNA plasmid expression	
3	vector or an AAV expression vector		

1 2 88.

a regulatory domain and is humanized.

1	81.	The method of claim 78, wherein the zinc finger	r protein is encoded	
2	by a nucleic acid ope	eic acid operably linked to an inducible promoter.		
1	82.	The method of claim 78, wherein the zinc finger	r protein is encoded	
2	by a nucleic acid operably linked to a weak promoter.			
1	83.	The method of claim 61, wherein the cell compa	rises less than about	
2	1.5x10 ⁶ copies of the	e zinc finger protein.		
1	84.	The method of claim 61, wherein the target site	is upstream of a	
2	transcription initiation site of the endogenous cellular gene.			
1	85.	The method of claim 61, wherein the target site	is adjacent to a	
2	transcription initiation site of the endogenous cellular gene.			
1	86.	The method of claim 61, wherein the target site	is adjacent to an	
2	RNA polymerase pause site downstream of a transcription initiation site of the			
3	endogenous cellular	gene.		
1	87.	The method of claim 61, wherein the zinc finge	r protein comprises	
2	an SP-1 backbone.			

The method of claim 88, wherein the zinc finger protein comprises